PROJECT NUMBER : 4022
PROJECT TITLE : Product Development, Affiliates and Licensees
PROJECT LEADER : R. E. Tinker
PERIOD COVERED : February, 1991

I. PROJECT GOLFO (El Salvador)

A. **Objective:** Develop an acceptable L&M 100's Regular for El Salvador.

B. **Status:** C.I.'s are complete and cigarettes have been submitted to the Richmond Panel for subjective approval.

C. **Plans:** If approved, El Salvador will apply for CPC approval. El Salvador plans to launch this line extension in 2nd Quarter, 1991.

II. L&M L.S. PROJECT (Dominican Republic)

A. **Objective:** Develop an acceptable L&M L.S. Box product for the Dominican Republic market.

B. **Status:** First set of prototypes were rejected by the Leaf Panel and International Product Development personnel. Prototypes have been remade and submitted for C.I.'s.

C. **Plans:** If C.I. results are on target, samples will be submitted to the Leaf and Richmond Panels for subjective approval.

III. MARLBORO ASTA TRIALS (Spain)

A. **Objective:** Evaluate Asta sheet material in the Spanish Marlboro to replace RCB.

B. **Status:** Asta vs. RCB survivability tests are complete. Marlboro cigarettes with 4% and 7% Asta sheet have been evaluated by Richmond Panel versus a control.

C. **Plans:** Subjective results by Richmond Panel indicate a blend change is acceptable. The Richmond Panel recommends that if a blend change is implemented, that it be done in two stages of inclusion as per samples evaluated.

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